

With Our Advertisers

A well-defined movement is obvious among all classes of good journalism to so adjust the mechanism of their publications that their advertising columns shall be read with as much interest as other reading matter, because they are equally informative and attractive. It may not be out of place to repeat again what we have so often said, that the California State Journal of Medicine is enabled to be what it is more from the income derived from advertising than from any other source. Advertisers very properly scrutinize returns on their investments in advertising, just as they do on any other investments, and if the Journal is to go ahead and improve, we should see to it that those who invest with us get returns on their money.

Optical Companies—It is a pleasure to call the attention of our readers to the page advertisement of the Riggs Optical Company appearing in this issue of the Journal and to emphasize the high-class copy they include in that advertisement. The confusion that has existed in this important field of medicine has been a source of concern to physicians, patients and technicians in the optical field, but the situation seems to be clarifying itself to a certain extent, and the position taken by some of our good optical companies is helping in this clarification, to the interests of the people who need and must wear glasses.

We have been carrying for a very considerable time the advertisements of the Trainor-Parsons Optical Company and the John F. Wooster Company, both of San Francisco, who announce themselves as high-grade prescription opticians. Manufacturing and technical people who take the advanced stand required to securing advertising space in our Journal ought to be encouraged in that stand by the ophthalmologists who write prescriptions.

Medical Book Department of The Emporium—We are glad to call attention to the announcement of The Emporium, beginning in this issue, inviting you "to browse at your leisure" in their Medical Book Section and to use the department as a reference and reading room. Their stock of medical books is very complete, including a great many foreign importations, and they will order for you any book in print, even cabling to their foreign offices in all parts of the world. Orders from out of town will also have their prompt attention. This service, with that of J. W. Stacey, whose announcement has been carried in the Journal for the past few months, insures for San Francisco and California adequate supply departments for all sorts of medical and technical literature, for physicians, dentists, and nurses.

Medical Illustrating—The Journal carries constantly the card of Mr. Ralph Sweet, who is devoting his entire time to medical illustrating. Now that the annual meeting of the California Medical Association is approaching, and also that of the American Medical Association, it seems appropriate to call attention to this service. We do not hesitate to endorse Mr. Sweet as a very competent medical illustrator, nor do we hesitate to say that illustrations that illustrate are an extremely valuable part of medical publications, as they are of other publications.

Our Iletin (Insulin, Lilly) Advertisement—In this number we carry perhaps the most extensive and

carefully prepared color two-page advertisement ever produced in the Journal. This is the announcement of Eli Lilly and Company with reference to Iletin. Eli Lilly and Company announcements are always of value and interest, and are found in our advertising columns constantly.

Address of the Retiring President, Los Angeles County Medical Association—"No man can serve this society for one year in the presidential chair without forming serious convictions as to its welfare," said William H. Gilbert, president of the Los Angeles County Medical Association during 1923, in his address as retiring president, (Bulletin Los Angeles County Medical Association, Jan. 17, 1924). "On all sides one hears the voices of the boosters and the knockers. The attitude of a leading newspaper, which for years has carried on propaganda against the medical profession has not only seriously influenced the minds of the people but has struck a terrible blow at the morale of the profession itself. . . .

It is surprising when one considers that this association numbers thirteen hundred members that its regular attendance is so small. One cannot say that the scientific papers have not been interesting or well prepared. As you know the prime motive of the county medical unit is education. In fact the county unit should be a post graduate medical school. One hears occasionally that the papers, no matter how well prepared, are poorly delivered, and I must confess that I have sat in this chair, and heard the most scholarly dissertations mumbled over and delivered in such a manner they could not be heard or understood beyond the first three or four rows. Essayists do not seem to realize that the man who listens is entitled to a square deal in the delivery of the paper, and that it should be read in such a manner as to be impressive and instructive. Without doubt most of the poor attendance of the parent body is due to the large number of meetings held by the subordinate branches, hospital staffs and various other medical organizations. In fact the time has arrived when the man that keeps up his attendance in the various branches of this society and the hospital staffs with which he is affiliated is spending more nights away from home than is justifiable."

DEATHS

Anderson, Ross R. Died at Los Angeles, January 17, 1924. Graduate of the College of Physicians and Surgeons, Baltimore, 1905. He was a member of the Los Angeles County Medical Society, the California Medical Association and the American Medical Association.

Dresel, Gustav. Died at San Francisco, January 1, 1924, age 67. Graduate of the University of Frankfurt-on-the-Main, Germany, 1882. Licensed in California 1884. He was a member of the San Francisco County Medical Society, the California Medical Association and a fellow of the American Medical Association.

Wicherski, Otto Gustav. Died at San Diego, January 2, 1924, age 47. Graduate of Rush Medical College, Chicago, 1904. Licensed in California, 1910. He was a member of the San Diego County Medical Society, the California Medical Association and a fellow of the American Medical Association.

Wythe, Stephen. Died at Oakland, December 25, 1923, age 50. Graduate of Cooper Medical College, San Francisco, 1895. Licensed in California, 1896. He was a member of the Alameda County Medical Society, the California Medical Association and the American Medical Association.